



FOR IMMEDIATE RELEASE

Mountaincow Invitation Printing Software to Include Templates for Masterpiece Studios Imprintable Stationery

PROVIDENCE, R.I. – March 4, 2008 – Masterpiece Studios®, of Mankato, Minnesota-based Taylor Corporation, and Providence, Rhode Island-based Mountaincow LLC today announced a multi-year partnership integrating templates for Masterpiece Studios' imprintable stationery into Mountaincow's line of PrintingPress invitation printing software products. The new software includes more than 300 templates, making it easy to print on nearly 1,000 different invitations, envelopes, letterhead sheets and brochures from the Great Papers!® line of printer-compatible stationery.

Mountaincow's unique authoring tool enables templates to include an on-screen image of the imprintable stationery design so the consumer can position text and preview exactly how their design will appear once printed. Consumers who purchase stationery can quickly and easily locate matching templates by name or by Masterpiece Studios item code. They can even shop for coordinating custom postage from Mountaincow's upcoming collection of Masterpiece Studios-branded StationeryStamps™.

"Mountaincow's desktop software platform offers powerful design tools and a high-quality printing experience," said Doug Faust, Executive Vice President of the Product Development Group at Masterpiece Studios. "We are excited to provide our retailers with an integrated solution they can offer their customers."

Consumers who purchase Great Papers! imprints may visit masterpiecestudios.com to download a free edition of the software and immediately begin designing and printing using the templates. At the end of a 60-day period, a perpetual license (\$14.99) or an upgrade to the full-featured consumer version of PrintingPress (\$29.99) software is available for purchase on Mountaincow.com, with wider distribution to resellers expected later this year. For retailers offering custom printing, PrintingPress Pro Extreme (\$999.00) software featuring Masterpiece Studios templates will be available for purchase at the National Stationery Show in New York City, May 18-21, 2008.

"Masterpiece Studios offers an extremely rich collection of imprintable stationery designs," said Josh Eisen, President of Mountaincow. "Together, we can now offer retailers a powerful in-store custom printing solution, as well as a DIY software product they can resell in product displays alongside the imprintable stationery."

For a software demonstration, visit the Mountaincow booth (#2662), or the Masterpiece Studios booth (#2520), at the National Stationery Show. Interested resellers should contact Mountaincow for software pricing and Masterpiece Studios for imprintable stationery pricing.

About Masterpiece Studios

Masterpiece Studios®, located in North Mankato, Minnesota is a market leader in the manufacturing, marketing and distribution of imprintable invitations, boxed holiday cards, social stationery, scrapbooking & paper crafts, and preprinted decorated paper for laser and inkjet printers. Masterpiece Studios® distributes the Great Papers!®, Stemma™, Treasure Masters®, Holiday Collection®, Century Greetings®, Brett Collection® and Ursula Dodge brands. Visit www.masterpiecestudios.com or call 800.447.0219 for more information.

About Mountaincow

Mountaincow was founded in 2002 in Providence, RI and sells invitation software and printer-compatible stationery to consumers and specialty retailers worldwide. Mountaincow's innovative do-it-yourself home printing software enables consumers to affordably customize and print their own invitations for weddings and other events using a PC and printer. The company's professional custom printing solutions enable retailers and home studios to design and print invitations for their clients. For more information, visit www.mountaincow.com or call 800-797-MCOW (+1 401-383-0907 outside the US).

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